

PRESS RELEASE



FOR IMMEDIATE RELEASE

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New Technology Comes to Peoria

April 15, 2008

PEORIA, IL - When a nationally renowned expert comes to speak in any field, it's a big deal. Tonight, Dr. Brian Cole, a recognized expert on cartilage restoration will be speaking to a select group on that topic. Michael Gibbons, M.D., president at Midwest Orthopaedic Center is hosting the meeting at Tavern on the Water. Cartilage restoration is an emerging technology that involves the culture of cartilage cells to replace and repair damaged areas in the knee. Dr. Michael Gibbons is co-hosting the event with Genzyme, the maker of CARTICEL, a drug used during cartilage restoration.

"The doctors at Midwest Orthopaedic Center are interested in new technologies. As a sports medicine orthopaedic physician, this is topic is especially interesting to me," said Dr. Gibbons. Dr. Gibbons has performed a number of cartilage replacement surgeries using this method with success. He added, "It's gratifying to know that we can use the best of new technology here in Peoria. We want everyone else to know they don't have to leave town to get the latest treatment."

Cartilage replacement involves obtaining a small amount of cartilage from the patient's knee through a procedure called arthroscopy. Usually, two sections the size of a pencil eraser are obtained and then cultured to over 12 million cells. The new cells are sent to the hospital just prior to surgery to be used in repairing the damaged area.

About Midwest Orthopaedic Center:

Midwest Orthopaedic Center offers more specialties than any other orthopaedic group in Central Illinois and has a new facility located at 6000 N. Allen Road. Midwest Orthopaedic Center is proud to serve the Peoria Community and all its fine hospitals.

For more information please see <http://www.midwest-ortho.com>

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MIDWEST
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About Genzyme

One of the world's leading biotechnology companies, Genzyme is dedicated to making a major positive impact on the lives of people with serious diseases. Since 1981, the company has grown from a small start-up to a diversified enterprise with more than 10,000 employees in locations spanning the globe and 2007 revenues of \$3.8 billion. In 2007, Genzyme was chosen to receive the National Medal of Technology, the highest honor awarded by the President of the United States for technological innovation.

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